



# TREASURE VALLEY

ADA, ADAMS, BOISE, CANYON, ELMORE, GEM, OWYHEE, PAYETTE, VALLEY, & WASHINGTON COUNTIES

## LABOR FORCE & EMPLOYMENT

The Boise City Metropolitan Statistical Area's (MSA) seasonally adjusted unemployment rate for November 2000 was 3.3 percent, as shown in Treasure Valley Table 1. This rate is unchanged from October 2000, and down two-tenths of a percentage point from one year ago. The seasonally adjusted unemployment rate for all ten counties in southwest Idaho for the month of November 2000 were as follows: Ada County 2.8 percent; Adams County 12.1 percent; Boise County 7.8 percent; Canyon County 4.4 percent; Elmore County 6.3 percent; Gem County 5.3 percent; Owyhee County 3.9 percent; Payette County 7.4 percent; Valley County 7.8 percent; and Washington County 8.0 percent.

The Boise City MSA *Nonfarm Payroll Jobs* increased by 600 from October 2000, and increased 8,600 jobs from one year ago. *Goods-Producing Industries* experienced a loss of 300 jobs over the month. The loss occurred in *Durable Goods Manufacturing* with losses in *Industrial & Computer Machinery & Computer Equipment* (lost 200 jobs), *Electronic & Other Electric Equipment & Components* (lost 100 jobs), and *Other Durable Goods* (lost 100 jobs). *Other Nondurable Goods Manufacturing* gained 100 jobs while all other sectors of *Goods-Producing Industries* remained steady over the month.

*Service-Producing Industries*

Treasure Valley Table 1: Boise MSA Labor Force & Employment (Ada and Canyon counties)

|  | Nov<br>2000* | Oct<br>2000 | Nov<br>1999 | % Change<br>Last<br>Month | % Change<br>Last<br>Year |
|--|--------------|-------------|-------------|---------------------------|--------------------------|
| <b>INDIVIDUALS BY PLACE OF RESIDENCE</b>     |              |             |             |                           |                          |
| <b>Seasonally Adjusted</b>                   |              |             |             |                           |                          |
| Civilian Labor Force                         | 239,900      | 242,800     | 230,400     | -1.2                      | 4.1                      |
| Unemployment                                 | 7,900        | 7,900       | 8,100       | 0.0                       | -2.5                     |
| % of Labor Force Unemployed                  | 3.3          | 3.3         | 3.5         |                           |                          |
| Total Employment                             | 232,000      | 234,900     | 222,300     | -1.2                      | 4.4                      |
| <b>Unadjusted</b>                            |              |             |             |                           |                          |
| Civilian Labor Force                         | 243,600      | 241,700     | 234,000     | 0.8                       | 4.1                      |
| Unemployment                                 | 7,200        | 6,900       | 7,400       | 4.3                       | -2.7                     |
| % of Labor Force Unemployed                  | 3.0          | 2.9         | 3.2         |                           |                          |
| Total Employment                             | 236,400      | 234,800     | 226,600     | 0.7                       | 4.3                      |
| <b>JOBS BY PLACE OF WORK</b>                 |              |             |             |                           |                          |
| <b>Nonfarm Payroll Jobs**</b>                | 225,300      | 224,700     | 216,700     | 0.3                       | 4.0                      |
| <b>GOODS-PRODUCING INDUSTRIES</b>            | 53,800       | 54,100      | 52,900      | -0.6                      | 1.7                      |
| <b>Mining &amp; Construction</b>             | 17,000       | 17,000      | 16,000      | 0.0                       | 6.3                      |
| <b>Manufacturing</b>                         | 36,800       | 37,100      | 36,900      | -0.8                      | -0.3                     |
| Durable Goods                                | 28,000       | 28,400      | 27,900      | -1.4                      | 0.4                      |
| Lumber & Wood Products                       | 3,400        | 3,400       | 3,700       | 0.0                       | -8.1                     |
| Wood Buildings & Mobile Homes                | 900          | 900         | 1,200       | 0.0                       | -25.0                    |
| Other Lumber & Wood Products                 | 2,500        | 2,500       | 2,500       | 0.0                       | 0.0                      |
| Fabricated Metal Products                    | 1,300        | 1,300       | 1,300       | 0.0                       | 0.0                      |
| Ind. & Comm. Mach. & Computer Equip.         | 8,000        | 8,200       | 8,100       | -2.4                      | -1.2                     |
| Electronic & Other Elect. Equip. & Comp.     | 11,700       | 11,800      | 11,100      | -0.8                      | 5.4                      |
| Transportation Equipment                     | 1,600        | 1,600       | 1,900       | 0.0                       | -15.8                    |
| Other Durable Goods                          | 2,000        | 2,100       | 1,800       | -4.8                      | 11.1                     |
| Nondurable Goods                             | 8,800        | 8,700       | 9,000       | 1.1                       | -2.2                     |
| Food Products                                | 5,800        | 5,800       | 6,200       | 0.0                       | -6.5                     |
| Canned Cured & Frozen Foods                  | 2,100        | 2,100       | 2,200       | 0.0                       | -4.5                     |
| Printing, Pub & Allied Products              | 2,000        | 2,000       | 1,900       | 0.0                       | 5.3                      |
| Other Nondurable Goods                       | 1,000        | 900         | 900         | 11.1                      | 11.1                     |
| <b>SERVICE-PRODUCING INDUSTRIES</b>          | 171,500      | 170,600     | 163,800     | 0.5                       | 4.7                      |
| <b>Trans, Comm, &amp; Public Util</b>        | 11,500       | 11,600      | 11,300      | -0.9                      | 1.8                      |
| Transportation                               | 6,600        | 6,700       | 6,600       | -1.5                      | 0.0                      |
| Comm & Elec, Gas & Sanitary Services         | 4,900        | 4,900       | 4,700       | 0.0                       | 4.3                      |
| <b>Trade</b>                                 | 56,300       | 55,400      | 53,100      | 1.6                       | 6.0                      |
| Wholesale Trade                              | 13,400       | 13,300      | 13,100      | 0.8                       | 2.3                      |
| Durable Goods                                | 7,700        | 7,700       | 7,500       | 0.0                       | 2.7                      |
| Nondurable Goods                             | 5,700        | 5,600       | 5,600       | 1.8                       | 1.8                      |
| Retail Trade                                 | 42,900       | 42,100      | 40,000      | 1.9                       | 7.3                      |
| General Merchandise Stores                   | 5,800        | 5,300       | 4,500       | 9.4                       | 28.9                     |
| Foods Stores                                 | 8,200        | 8,200       | 7,800       | 0.0                       | 5.1                      |
| Eating & Drinking Places                     | 14,800       | 14,700      | 13,700      | 0.7                       | 8.0                      |
| Other Retail Trade                           | 14,100       | 13,900      | 14,000      | 1.4                       | 0.7                      |
| <b>Finance, Insurance, &amp; Real Estate</b> | 11,700       | 11,700      | 11,400      | 0.0                       | 2.6                      |
| <b>Services</b>                              | 58,900       | 58,900      | 55,500      | 0.0                       | 6.1                      |
| Business Services                            | 14,600       | 14,500      | 13,500      | 0.7                       | 8.1                      |
| Health Services                              | 16,300       | 16,300      | 15,600      | 0.0                       | 4.5                      |
| Hospitals                                    | 7,500        | 7,500       | 7,100       | 0.0                       | 5.6                      |
| Eng., Acct., Res., Mngmt., & Related         | 4,500        | 4,500       | 4,100       | 0.0                       | 9.8                      |
| Other Services                               | 23,500       | 23,600      | 22,300      | -0.4                      | 5.4                      |
| <b>Government</b>                            | 33,100       | 33,000      | 32,500      | 0.3                       | 1.8                      |
| Federal Government                           | 4,000        | 4,000       | 4,500       | 0.0                       | -11.1                    |
| State Government                             | 12,000       | 12,100      | 11,800      | -0.8                      | 1.7                      |
| Education                                    | 4,500        | 4,500       | 4,200       | 0.0                       | 7.1                      |
| Administration                               | 7,500        | 7,600       | 7,600       | -1.3                      | -1.3                     |
| Local Government                             | 17,100       | 16,900      | 16,200      | 1.2                       | 5.6                      |
| Education                                    | 11,300       | 11,100      | 10,600      | 1.8                       | 6.6                      |
| Administration                               | 5,800        | 5,800       | 5,600       | 0.0                       | 3.6                      |

\*\*Full- or part-time jobs of people who worked for or received wages in the pay period including the 12th of the month

gained a modest 900 jobs over the month. *Retail Trade* gained 800 jobs over the month, with the bulk of jobs created in *General Merchandise Stores* (500 jobs). Many jobs were created in anticipation of the 2000 Christmas shopping season in the Treasure Valley. *Transportation, Communication, & Public Utilities* lost 100 jobs over the month, all in *Transportation*.

#### **SPECIAL TOPICS: Boise City MSA as a Cyber-City?**

The Boise City MSA was ranked second in "high-tech job growth in a small city" from 1993 to 1998, according to a report released in December by the American Electronics Association (AeA) and the Nasdaq Stock Market. Of every 1,000 private sector workers in the Boise City MSA, high-tech firms employ 112 of them. The area also ranked 9<sup>th</sup> in percentage of high-tech workers per 1,000 jobs, 12<sup>th</sup> in high-tech job growth among U.S. cities of all sizes, 26<sup>th</sup> in households with a computer (59 percent), and 26<sup>th</sup> in household access to the Internet (47 percent).

#### **AREA DEVELOPMENTS**

##### **Boise City MSA**

- In December, the J.R. Simplot Co. announced plans to build a new \$80 million potato-processing plant in Eastern Canada in 2001. Simplot representatives stated that the location near Portage La Prairie, Manitoba, would enable the company to deliver competitively priced potato products to Eastern customers. The new plant will not affect Simplot's other processing plants but will help diversify the company's frozen potato operations by bringing it closer to Eastern U.S. and Canadian markets. The new plant will employ 230 people and will be capable of producing 300 million pounds of French fries and other frozen potato products annually.
- HomeBase, Inc. announced in December that it would convert 62 of its stores to House2Home, as the company shifts its focus from the home improvement market to the home furnishings market. Its 22 other stores would be closed. No announcement was

made regarding the Boise store on Franklin Road.

- In December, Wells Fargo & Co. announced the closing of ten banks in Idaho as a result of the recent merger between First Security and Wells Fargo. Four of the ten banks that will close are located in the Treasure Valley with two in Boise and one each in Nampa and Caldwell. The accounts serviced by those branches will be changed to other Wells Fargo branches in the area.
- In December, Cable One, Inc. announced plans to take over Boise cable television operations in 2001. This finalizes an exchange of cable systems between Cable One and AT&T Broadband. Cable One is the ninth-largest company in its sector and hopes to expand its market size.
- U.S. Drug Lab, Inc. opened a 1,860-square foot lab in Meridian last December. This is Idaho's first clinical drug-test confirmation lab using GCMS equipment. The GCMS technology uses gas chromatography and mass spectrometry to confirm the presence of drugs in a fluid specimen and is the only system that produces results that are deemed reliable by the court system.
- In December, Western Power Sports announced plans to construct a building at the corner of Gowen Road and Production Street in east Boise in 2001. The company distributes after-market parts and accessories for motorcycles, snowmobiles, all-terrain vehicles, and watercrafts.
- Sears, Roebuck & Co. announced plans in December to remodel the interior of its Boise Towne Square outlet this year. The remodel should increase the sales floor by 10,000-square feet by shrinking space for the stock room. Other changes include moving the second-floor hardware department to somewhere near the automotive center, and changing its name to "Tool Territory."

- Les Schwab announced the construction of a new store located on the corner of South Cole Road and Century Way in August 2001. The construction of the 18,000-square-foot building should be completed by December. When open, the store will employ 20 to 25 people.
- The former Burger 'n' Brew restaurant on Broadway is being renovated into a Buddy's Italian eatery, and is scheduled to open by February. The restaurant will serve sandwiches, pasta, pizza, salads, and soups. The original Buddy's is located in Pocatello.
- The Sandpiper restaurant closed on December 31. The building will become a gourmet Northern Italian establishment, Tuscany Italian Restaurant, owned by Boise chef Alan Klein. The new restaurant was open the first week of January and serves lunch Mondays through Fridays and dinner Monday through Saturdays.
- Noodles also closed its doors on January 1, 2000. The Dublin Up Irish Pub will open later this year in the former Noodles' space at Eighth and Idaho Streets in Boise.
- The River Rock Alehouse is scheduled to open in Eagle in January 2001. The restaurant will feature a diverse menu that will include gourmet burgers, a salmon sandwich, broiled duck breast, hazelnut-crusted halibut, seared ahi, and hand-cut calamari steak. Twenty-four Northwest microbrews will be on tap and a plethora of wines are also available. The restaurant will employ 30.
- AmeriTel Inns requested a conditional use permit in December from the Meridian Planning and Zoning Commission for the construction of a three story, 87-room hotel near the I-84 and Eagle Road intersection in Meridian. A public hearing is set for February 1.
- DeMarcos, an upscale men's clothing store, opened in December in the former Roper's shop at Eighth and Idaho in downtown Boise. The shop offers many of the same lines of clothing that Roper's did, but also offers lines that were previously unavailable in Boise.
- The Basque Market opened at 608 W. Grove Street in Boise in late December. The store is located next to Bardenay downtown, and will offer imported foods, wines, delicatessen items, prepared foods, and gift baskets.
- Extended Systems, Inc. licensed its Bluetooth and Infrared Data Association software-development kits to Hewlett-Packard Co. The software-development kits allow electronics makers to adapt Bluetooth technology or infrared technology to a number of devices. The Bluetooth technology is aimed at unifying the wireless and computing industries.
- Micron Technology, Inc. was chosen by Microsoft to provide memory chips for its new "Xbox" video game console. Sources at Microsoft say that this system will have three times the graphics capabilities of any game machine currently available. The new Xbox system is due to hit stores in fall 2001. The announcement further illustrates Micron's commitment to support new applications and markets outside of the PC.
- ZiLOG announced the restructuring of its company, including a layoff for 11 employees at the Nampa plant in December. The company reduced its workforce by nearly 100 people around the world, and cited a slowdown in the semiconductor market as the force behind the declining revenue predictions and workforce reduction. All affected employees received severance pay, extended health benefits, and employer-paid assistance to find new positions.
- United Heritage Mutual Life Insurance Co. finalized its purchase of Idaho Mutual Insurance in late 2000. Idaho Mutual became an affiliate of United Heritage and was renamed United Heritage Property & Casualty, after the purchase. Other than the name, no other changes were made to the company.

- The Premier Building, the first of commercial buildings at Canyon Park near the Idaho Center, opened its doors in late 2000. The building is located at 5700 E. Franklin Road and was developed as a one-stop financial destination point and includes Premier Alliance and the law firm of White, Peterson, Pruss, Morrow, and Gigray. Other businesses located in the building are Premier Alliance Property and Casualty, Premier Alliance Health Insurance, Troy Peltzer and Associates, attorney John Bujak, Impact Technology, CPA Dave Vauk, Rowe and Associates, Title One, and a real estate company.
- In early December, Karcher Mall held its grand reopening celebration. The 30-year old Nampa retail complex received a \$5 million facelift last year. New leases to the retail complex include Ross Dress for Less, Bath & Body Works, and Musicland. The renovations included new tiled floors, skylights, new restrooms, a new information booth, a renovation of the entrance, and new exterior signs.
- Karcher Auto Parts, a Napa auto parts franchise, opened a new store in Nampa in December 2000. The new store is located at 2427 Caldwell Boulevard. The new store is nearly four times larger than the present store and will feature a wide variety of automotive accessories. Store owners plan to build a new store at the downtown Nampa site that will be twice as large as the new store on the Boulevard. Work on this project should begin in Spring 2001.
- Paul's Market in Caldwell completed a 7,000-square-foot expansion of its store in late 2000. The expansion includes the addition of a full-service pharmacy and more space for the produce, bakery, deli, frozen food, and grocery sections of the store.

#### **Adams County**

- Steamin' Hot Coffee Stop, a drive-thru espresso shop, opened in November on US 95 at the old Chevron Station. Steamin' Hot Coffee offers a variety of lattes, espressos, mo-

chas, hot chocolates, Italian sodas, and chi, and is owned by Vicki Hogan. The business is currently open from 6 a.m. until 1 p.m. daily.

#### **Boise County**

- Bogus Basin Ski Resort opened on December 2, and had nearly 3,000 skiers and snowboarders on opening day. Resort representatives also stated that the influx of new money, generated by discounted season pass sales, will allow improvements in the next few years. Skiers will see expanded base facilities such as restaurants, a larger ski school and rental shop, and high-speed quad chairlifts all over the mountain. Within 15 years, a large expansion of ski runs and lifts on two unused areas of the mountain is predicted.

#### **Valley County**

- Massage on the Rocks opened recently in McCall at 311 E. Lake Street. Cindy Balderson, Massage Therapist, practices several different styles of massage including Swedish, esalen, sports, soft tissue release, pregnancy, and on-site chair massage. She also offers thermotherapy, which uses the application of heated river rocks and chilled marble during the massage session to achieve a state of deep relaxation.

#### **Washington County**

- The Weiser Festival of Trees for 2000 generated a net of \$3,200 for Weiser Memorial Hospital. Event co-organizer Jeanne O'Hara said that the auction was well attended and the entire four-day event surpassed expectations in both attendance and community support.

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